Desktop Publishing

Primary Career Cluster:	Information Technology
Consultant:	Bethany King Wilkes, (615) 532-2844, Bethany.Wilkes@tn.gov
Course Code(s):	5896
Recommended Prerequisite(s):	Computer Applications (5891/3638/3721)
Credit:	1
Grade Level:	10-12
Aligned Student Organization(s):	Skills USA: www.tnskillsusa.com Brandon Hudson, (615) 532-2804, Brandon.Hudson@tn.gov Technology Student Association (TSA): www.tntsa.org Amanda Hodges, (615) 532-6270, Amanda.Hodges@tn.gov Future Business Leaders of America (FBLA): www.fblatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/InformationTechnology.shtml

Course Description

The student will apply keying, formatting, typography, layout, and design skills in developing electronic publishing documents. The student will develop skills in electronic publishing design, layout, composition, and photo journalism. Content provides the opportunity to acquire marketable skills and to prepare for gainful employment and or entry into postsecondary education in the graphic communications industry. Laboratory facilities and experiences simulate those found in the graphic communications industry. *(A computerized workstation with dedicated page layout software is required for each student.)*

Course Standards

<u>**Standard 1.0**</u>

The student will develop and apply concepts related to human relations, safety, career development, communications, and leadership skills for a global workplace.

The student will:
    1.1   Demonstrate sensitivity to personal, societal, corporate, and governmental responsibility to community and global issues.
    1.2   Demonstrate the interpersonal, teamwork, and leadership skills needed to function in diverse business settings, including the global marketplace.
    1.3   Communicate effectively as writers, listeners, and speakers in diverse social and business settings.
    1.4   Apply the critical-thinking and soft skills needed to function in students' multiple roles as citizens, consumers, workers, managers, business owners, and directors of their own futures.
    1.5   Analyze and follow policies for managing legal and ethical issues in organizations and in a technology-based society.
    1.6   Investigate the life-long learning skills that foster flexible career paths and confidence in adapting to a workplace that demands constant retooling.
    1.7   Assess personal skills, abilities, aptitudes, and personal strengths and weaknesses as they relate to career exploration and apply knowledge gained from individual assessment to research and develop an individual career plan.
    1.8   Examine the goals and principles of Future Business Leaders of America.
    1.9   Investigate online and office safety procedures and pass a written safety examination with 100% accuracy.
    1.10   Demonstrate parliamentary procedure through office staff/chapter organizational meetings.
    1.11   Apply appropriate typography concepts to industry documents.

Sample Performance Task
➢   Design and produce a team project on legal and ethical issues that includes issues and penalties for plagiarism, copied text that does not require permission, and copied data that requires permission and the process used in obtaining permission. Obtain formal permission for use of quotations, art form, design, music, and photographs. Develop and present a total team project utilizing various technology components and appropriate typography concepts.

<u>**Standard 2.0**</u>

The student will be able to evaluate the purposes, functions, and features of desktop publishing software.

The student will:
    2.1   Compare and contrast page layout, graphic, and word processing software.
    2.2   Interpret and relate desktop publishing terminology, features, and concepts.
    2.3   Apply desktop publishing and word-processing skills to produce professional looking documents.
    2.4   Identify various items that can be designed using publishing software.
    2.5   Compose, organize, and edit information using keyboard, scanner, camera, Internet, and digital imaging software.
    2.6   Assess ways desktop publishing can be used in business and industry.

Sample Performance Task
➢   Create a design and lay out a specific project, which could be used in industry.

Standard 3.0

The student will research and apply typography, composition, and layout/design concepts and guidelines for preparation of various projects.

The student will:
    3.1   Analyze and synthesize composition processes in the production of various projects.
    3.2   Analyze and apply principles of typography in the production of various projects.
    3.3   Illustrate how to apply typographical commands to text.
    3.4   Evaluate the effectiveness of typography in publications.
    3.5   Contrast and compare, using the following criteria, the typography from at least two print sources:
        a.   composition techniques
        b.   different type styles
        c.   different types of justification
    3.6   Analyze and apply layout and design principles using various print sources.
        a.   special affects techniques
        b.   thumbnail sketches
        c.   guides, rulers, scales, menus, pallets
        d.   text alignment, elements positioning, rules of page design for printed text
        e.   margins, gutters, tabs, letter spacing, tracking, leading, and headings
        f.   columnar grid setup
        g.   style formulation
        h.   master page construction
        i.   spot color and process color to text and graphics
        j.   continuity and form in publications
    3.7   Illustrate gradations in shapes and blend colors.
    3.8   Illustrate methods of importing and exporting original text and graphics.
    3.9   Draw and edit objects through incorporating fills, borders, graphic boxes, illustrations, images, tables, charts, shapes and lines.
    3.10   Proofread and edit projects for format, mechanics and clarity.

Sample Performance Task
    ➢   Design and create various projects, i.e., commercial, ad campaign, public relations announcement, master slide for a public relations campaign.

Standard 4.0

The student will apply appropriate unit of measurement tools (mental mathematics, technology, manipulatives, and pencil-and-paper computations) in developing effective estimation and computation strategies for creating various documents.

The student will:

4.1   Demonstrate the ability to use computer software to identify, create, and manipulate surfaces; scale; rotate; zoom; shade; and lay out.

4.2   Apply art elements to design for marketing purposes.

4.3   Demonstrate the ability to operate cameras and other photographic instruments used in industry.

4.4   Manipulate, enhance, and produce digital photographs, graphics, or other art elements utilizing photographic and/or graphic editing software.

4.5   Demonstrate development of layouts applying elements of line, shape, texture, and value to create form and space.

4.6   Organize information and communicate ideas by visualizing space configurations.

Sample Performance Task

➢ Students will work in teams to demonstrate digital image preparation, reproduction, and finishing a multiple page document; including hand drawn or computer generated sketches for layouts, using computer publishing equipment and software, prepare dummy copy, use digital capture devices such as scanner and Internet, crop and scale photographs and line art electronically.

Standard 5.0

The student will apply persuasive communication skills to construct meaning and/or communicate ideas through the visual arts and/or a variety of print materials.

The student will:

5.1   Apply desktop publishing techniques and processes with sufficient skill, confidence, and sensitivity to achieve identified goal.

5.2   Critique the power of desktop publishing to communicate concepts.

5.3   Demonstrate the ability to communicate information to a specific audience for a specific purpose in print, art, and/or speech.

Sample Performance Task

➢ Create works of art (layouts) that successfully convey a central thought based on information, ideas, feelings, and memories. Research media and digital print to prepare a presentation or report which identifies the audiences, describes ideas and emotions portrayed by the author and communicates messages through the use of graphics and color or absences thereof.